

July 5, 2007

## STATEMENT OF WORK FOR CUSTOMER SERVICE & MANAGEMENT IMPROVEMENT

### TITLE

A Series of Presentations on Customer Service and Management Improvement

### PERIOD OF PERFORMANCE

Period of Performance will commence at the awarding of the contract through September 30, 2008, with a 1 year option for FY 2009 (This Contract Is Contingent Upon the Availability of Funding)

### I. BACKGROUND

In 1995, EPA's Region 6 underwent a comprehensive reorganization in accordance with the federal government's streamlining and re-invention mandate. Subsequent to the completion of that initiative, the region has undertaken several major projects directed to restructuring the region's cultural work environment, consistent with the needs of our realigned functional organization. Those projects include:

- An extensive 360° survey process for all levels of management team.
- A series of Organizational Assessment through OPM
- An ongoing curriculum of training events and seminars on numerous performance skill areas such as leadership, teamwork, diversity, communications, career growth and personal development
- Pilot Executive Coaching program with Regional Senior Staff resulting in acknowledgment of needed change and support for continued efforts

### II. PROJECT DESCRIPTION

The Management Information Team is looking for a vendor that can provide a series of presentations on Customer Service and Management Improvement. EPA intends to award a contract to a qualified vendor(s) that can present high quality presentations to mid level and senior managers, i.e. GS-14/15 and SES level, in the EPA community.

### III. SCOPE OF WORK

This work will be conducted at 1445 Ross Avenue, Dallas, Texas. The overall objective is to prepare quality presentations to our mid level and senior staff on Customer Service and Management Improvement and Development. The vendor(s) shall submit a specific list of 10-20 presentations on Customer Service and Management Improvement and the vendor(s) must state the specific learning objectives of each presentation. It is the expectation of EPA that the material will be presented in a participatory manner using a method of delivery that starts with

the key principles, related case study, case examination, discussion and questions. In addition, the contractors would be expected to be experienced with adult learning techniques and advanced instructional methods and technology in support of the following learning objectives:

- Tools of supervision
- Leadership and management
- Art of Communication
- Perfect Presentations
- Speak for yourself
- Managing yourself, including self-assessment tools such as DISC and Meyers-Briggs
- Aspects of a well run organization
- Managing human capital and succession planning
- Managing performance
- Managing change and continuous improvement
- Dealing with anger
- Dealing with Violence in the workplace
- Customer Service

Prior to the end of the initial contract, the contractor will provide a status evaluation as part of the EPA project officer (PO) impact assessment of the project. This assessment will be used to determine whether the optional contract will be funded.

All vendor performance agreements resulting from this statement of work shall be limited strictly to the initial period, with no assurance of continued participation. Potential vendors should review all provisions of the vendors' compensation, of this document.

#### **IV. Content/Deliverables**

The paragraphs below outline general work assignments that will be placed on the selected vendor(s) upon awarding a contract:

Deliverable 1. Project Plan: Within 10 days of contract award, the selected Vendor(s) will contact the Project Officer and set up a presentation schedule. Upon completion of a presentation an evaluation sheet shall be distributed to the participants to evaluate the presentation and if overall learning objectives were achieved.

Deliverable 2. Development Phase: In this phase, the selected vendor(s) will be expected to define each presentation learning objectives. Learning objectives may include the following and are only provided as illustrative expectations for the presentations on Customer Service and Management Improvement.

- Tools of Supervision
  - Setting unit performance goals consistent with higher organizational performance measures

- Situational Leadership- assessing leadership style consistent with individual staff maturity
  - Setting performance expectations, assigning work
  - Monitoring work performance
  - Coaching staff for performance improvement
  - General personnel rules
  - Virtual supervision
  - Anticipated changes
- Leadership and Management
  - Differences between leadership and management
  - Leadership Theory
    - Four Leadership Philosophies
    - Leadership competencies
      - Knowing your customers and stakeholders
      - Linking vision, values to strategy, structure, systems
      - Integrating the work of the organization and stewardship
      - Learning, thinking, changing and renewing
      - Enabling, empowering and energizing
      - Developing willing followers
  - Management Competencies
    - Planning
    - Budgeting
    - Personnel Administration
    - Process Management
    - Project Planning
    - Gap Analysis
    - Action Planning
    - Building Relations
- Managing Yourself
  - Emotional Intelligence
  - DISC
  - Myers-Briggs
  - Interpretation and Action Planning
- Aspects of a Well Run Organization
  - Performance Assessment Rating Tools
  - Government Performance Results Act
  - Balanced Scorecard
- Managing Human Capital
  - Current Assessment
  - Best Practices
  - Workforce Planning Methods
  - Strategic Measures for Human Capital
  - Anticipated Changes to Civil Service e.g. Performance Management Systems, Recruitment, Retention, Staffing and Compensation.
- Managing Performance, Assets and Investments

- Establishing a Career Management Framework
- Setting Performance Standards
- Monitoring Performance
- Confronting Poor Performance
- Rewarding Positive Performance
- Linking skills with Organizational and Future Needs
- Developing Individual Development Plans
- Managing Change and Continuous Improvement
  - The History (*Link to Leadership Philosophy, Competition and Globalization*)
    - Employee Empowerment
    - Quality Assurance
    - Reengineering
    - System Optimization
  - Assessing Where you are and What you need for Improvement
- Special Managerial Issues for First and Second Line Supervisors
  - Understanding your Place in the Hierarchy—different roles and responsibilities
  - Understanding the restrictions and expectations within EPA

Deliverable 3. Presentation Phase (Option. Within 10 days of awarding this contract, the selected vendor(s) may be asked to present a presentation to selected members of the EPA Community

## **V. Contract Quotes**

### **Technical Quotes**

Vendor(s) should submit technical quotes, **no larger than 40 pages total from cover to cover (12 font)**, addressing all work areas. Technical quotes should be submitted in the form of one (1) original and one (1) copy and should include a Table of Contents, Executive Summary, and separately address:

1. Key Personnel
2. Past Performance
3. Technical Ability

### **Cost/ Price Quotes**

Each vendor must submit, **under separate cover**, a detailed cost/price proposal and include appropriate direct labor categories and rates. Cost/price quotes are to be submitted in the form of one (1) original and one (1) copy and should include pricing for one year and for the one-year option periods. The quotes will be evaluated as to reasonableness of the service provided in comparison with other quotes.

### **Contract Awards**

Contract awards will be made to the vendor(s) whose quotes offer the best value for in terms of

technical and price features of the quotes. EPA will consider the combined technical evaluation factors significantly more important than cost or price. EPA is more concerned with obtaining superior technical performance than with making an award at the lowest overall cost. However, EPA will not make an award at a significantly higher cost to achieve slightly superior technical performance features.

We will evaluate independently the technical and cost/price quotes for reasonableness. The technical quotes will be evaluated strictly against the factors identified below. The primary areas to be used in determining which proposal offers the best value to EPA are listed in the factors displayed below in descending order of importance with Technical Factor number I weighing slightly more than Technical Factors II and III which are of approximate equal weight.

## **VI. Technical Evaluation Criteria**

The technical evaluation criteria to be used for evaluating vendor(s) quotes are listed below. (Note: Although EPA will conduct a cost/price analysis, cost/price quotes will not be scored in the technical evaluation.)

### **CRITERIA**

Technical Factor I – Key Personnel  
Technical Factor II – Past Performance  
Technical Factor III – Technical Ability

### **POINTS**

40 Points  
30 Points  
30 Points

### **Factor I – Qualifications of Key Personnel**

- Quotes will be evaluated to determine the qualifications and experience of vendor's proposed key personnel. Each vendor must identify key personnel and provide resumes demonstrating their qualifications and experience in designing, developing, and delivering similar training programs. Proposed key personnel are required to have relevant management and training experience in working with the federal government.

*Total for Factor I is 40 points.*

### **Factor II – Past Performance**

Each vendor must provide a detailed description of its experience with giving presentations or similar training programs. A minimum of three years of experience in providing professional training (course development and presentations) as well as management experience to the federal government.

Vendor's quotes must demonstrate the following:

- a. Quality – A record of conformance to contract requirements and standards of good workmanship;



- b. Timeliness of performance – Adherence to contract schedules, including the administrative aspects of performance; and
- c. Business relations – A history of being responsible and cooperative with customers; commitment to customer satisfaction; integrity and ethics.

Vendor must also identify three (3) active or recently completed (within the last 3 years) contracts, which required work in comparable areas as those described in this statement of work. Vendor should provide the contract agency or firm with the address and telephone numbers, date of contract, and a period of performance. Retirees and former federal employees submitting quotes must demonstrate required past federal experience and/or contracts comparable to the work required in this statement of work.

*Total for Factor II is 30 points.*

### **Factor III - Technical Ability**

Each proposal will be evaluated to determine the vendor's technical ability with regard to the vendor's current capability to develop and provide training as required by this statement of work.

Vendor Capability: Vendor(s) must provide a detailed description of their ability to provide quality and reliable performance upon receiving award of a contract.

Technical Approach: Vendor(s) must provide a detailed description of their technical approach for designing, developing, conducting and administering presentations and leadership training program. Quotes must demonstrate the vendor's technical approach for developing and presenting managerial training for the government. The ability to meet required timeframes should also be addressed in the technical approach.

*Total for Factor III is 30 points.*

### **Oral Presentations (Optional at the request of the PO)**

During the evaluation process, an EPA evaluation panel may need more information to make a determination of the awarding this contract, EPA PO will make a determination of a short list of vendors for further evaluation. Those vendors on the short list may be asked to make oral presentations. Such presentations will provide EPA the opportunity to ask and answer any questions the evaluation panel may have on the vendor's proposal. Also, after contract award, vendor may be required to periodically make oral presentations on the progress of the work to the PO and to the Executive Management Team.

### **VII. Period of Performance**

This contract will have a base period of performance that shall be from the date of award through September 30, 2008, with a one-year option period.

### **Direct Travel Cost**

EPA will not pay for travel cost or normal expenses incurred by vendor such as document reproduction expenses and courier service/delivery expenses.

### **Status Report**

The vendor(s) shall provide monthly status reports to EPA Project confirming presentation schedules and provide projected start dates, the status of work completed, and the dollars charged for vendor's work any problems complying with timeframes should be communicated verbally to EPA's Project Officer. In addition, vendor(s) may be required to attend meetings at EPA's Dallas office at the request of EPA's PO to discuss the contract. The purpose of these meetings will be to provide an opportunity to deal promptly with budget issues, potential problems and to discuss new presentation or training strategies.

### **Vendor Staffing Requirements**

1. Each vendor shall provide qualified staff level individuals meeting at a minimum the requirements as defined in this Statement of Work.
2. Assigned vendor personnel shall possess a comprehensive knowledge of organizational management and training experience.
3. Assigned vendor personnel shall possess a comprehensive knowledge of software and other audio visual aids that are used in a classroom environment.
4. Vendors will be tasked on an as needed basis, which may require overnight travel lasting up to one week depending on the task.

### **Subcontracts**

Primary vendor is responsible for completing 51% of the work under this contract, otherwise subcontracting of work under this contract will not be allowed.

### **Equipment & Documentation**

Vendor(s) are responsible for having laptop computers. EPA will not provide any laptop computers required to perform tasks.

### **Oversight**

EPA's Project Officer will monitor overall implementation of the contract terms and will be assigned to interact with the vendor. Project Officer will review vendor's developed presentation materials after the vendor completes its development of the materials. Project Officer will provide comments to the vendor(s) consideration in making any needed changes to the draft training materials. Materials not meeting the requirements outlined in the contract will be

returned to the vendor(s) for immediate correction. **EPA will not be responsible for corrections to vendor's materials. All corrections or required editing will be forwarded to the vendor and the vendor shall make the necessary corrections to the reports within 5 calendar days after receiving the EPA's comments.** All training or presentation material developed during the course of performance shall be the property of EPA.

### **Implementation**

Within five business days of the contract award, vendor(s) will meet or teleconference with EPA representatives on the implementation of the contract. EPA's Contracting Officer Representatives will be responsible for communicating any changes in the contract that is agreed by the Agency and the vendor. The vendor(s) will ensure that all information remains confidential.

### **Invoicing Procedure**

1. The vendor will bill EPA for each presentation that is executed during the invoice period. The invoice should indicate:

- Title of Presentation
- Purchase Order Number (E.g. EP076\_ \_ \_)
- Date of Presentation
- Length of Presentation
- Person Making the Presentation

2. Vendor may bill at the full rate when clients fail to reschedule with in 24 hours of the scheduled presentation. Invoiced "no-shows" will be reported to the POC.

2. EPA will survey clients periodically regarding their general level of satisfaction with the presentations.

### **Security of Material and Records**

Vendor(s) shall ensure that all individuals, having access to or custody of records relating to the contract, understand the security and confidentiality requirements of the contract(s). All information developed by the vendor(s) shall remain the property of EPA. Vendor(s) shall return all computer files/records/materials to EPA at the expiration of the contract(s).

### **Contract Modification**

Vendor(s) shall immediately communicate to the Contracting Officer's Representative, in writing, the occurrence of any event that may lead to a contract modification. Vendor(s) shall put all contract modification requests in writing with copies sent to the Contracting Officer's Representative and the Contracting Officer by certified mail or email. The names and addresses



of the Contracting Officer and the Contracting Officer's Representative will be made available to all successful vendor(s) after the contract is awarded. Any approval of contract modification can only be made by the Contract Officer.

**G. Timing of Project Deliverables**

1. EPA desires to begin this program within 30 days of awarding the contract or sooner. The program will terminate September 30, 2008 unless the optional contract is funded. No invoices will be honored for work conducted after the termination date of the project.
2. EPA will extend the optional contract contingent upon evaluation of the initial effort and availability of required funding.